



NATIONAL SHERIFFS' ASSOCIATION

Dear Public Service Director,

Each year, tens of thousands of Americans lose their lives to opioid overdoses, and countless more families are devastated by addiction. The National Sheriffs' Association created a Substance Abuse Education Campaign to help communities respond to substance use disorder with prevention, treatment, recovery and support. The message is direct: substance use is a health condition, prevention works, treatment is effective and recovery is possible.

The campaign comes as substance use continues to affect communities across the country. Nearly 80,000 Americans died from drug overdoses in 2024, according to the most recent CDC data. More than 91 percent of drug overdose deaths were unintentional, underscoring the importance of prevention, education and early response.

What Communities Need to Know

This is not about blame or failure. Substance use disorder is a health condition, and prevention works, treatment is effective, and recovery is possible. People and families should not wait until an arrest, overdose, or other emergency to seek help — if someone is struggling with substance use disorder, help is available.

Prevention gives people information and training before a crisis escalates. Treatment connects people with evidence-based care, including medications for opioid use disorder. Recovery helps people rebuild their lives through coaching, peer support, and services in communities, healthcare settings, and correctional facilities.

Why Sheriffs Are Speaking Out

Sheriffs see the human cost of substance use disorder in our communities, our jails, and our families. To help address this growing threat, the National Sheriffs' Association has launched a new public service campaign focused on preventing opioid abuse and overdose deaths before more lives are lost. Featuring sheriffs from communities across the country, this campaign gives sheriffs a way to share clear information and help communities respond with knowledge, not stigma.

Representing thousands of sheriffs, deputies, and public safety professionals nationwide, the National Sheriffs' Association is committed to protecting communities and raising awareness about emerging public safety threats, including opioid addiction and overdose.

We hope you will help inform your audience about how to recognize and prevent opioid abuse by airing “**Substance Abuse Education**,” a 30-second PSA featuring sheriffs from a variety of [states](#). There is also a national version featuring NSA Executive Director and CEO Justin Smith available for use for outlets across the country. The PSA directs audiences to visit sheriffs.org/opioideducation for additional resources and information. Residents are encouraged to learn the signs of substance use disorder, talk with their families, support prevention, support treatment and support recovery.

Additional campaign information is available here: <https://psaconnect.c360m.com/NSA>

This PSA has no end date and is available for use immediately. We respectfully request that you air it as soon and as often as possible to help protect your community from opioid abuse and overdose.

Thank you in advance for your support and consideration.

Sincerely,

A handwritten signature in black ink that reads "Justin Smith".

Sheriff (ret.) Justin Smith
Executive Director and CEO
National Sheriffs' Association